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To:	Company:	Fax Number:	Tel Number:
Alford Kindred	USPTO	571-273-~~1937~~ 8300	

From: Michael C. Martensen

Date: June 8, 2007

Time: 10:53 am

Total number of pages incl. cover page: 4

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MESSAGE:

Examiner Kindred,

Please confirm receipt of this facsimile by sending an email to MCMartensen@hhlaw.com.

Best regards,

Applicant Initiated Interview Request Form

Application Number: 10/670,545   First Named Applicant: Yuan Che Hsieh
Examiner: Kindred, Alford W.   Art Unit: 2163   Status of Application: Pending

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Tentative Participants:
(1) Michael C. Martensen   (2) Alford W. Kindred

(3) Don Wong   (4) Rand Nahum

(5) Donald Kark   (6) Vineet Joshi

Proposed Date of Interview: June 12, 2007   Proposed Time: 11:00 AM Eastern

Note: We expect this interview to exceed 60 minutes.

Type of Interview Requested:
(1) ☒ Telephonic   (2) ☐ Personal   (3) ☐ Video Conference

****Please call in via a conference line at ____ Access number: 800-470-7005   Conference Room: *8135910#

Exhibit To Be Shown or Demonstrated: ☐ YES   ☒ NO
If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) 103 Rejection	1, 33, 42	Shaffer	☐	☐	☐
(2) 103 Rejection	1 ,33, 42	Konig	☐	☐	☐
(3) 103 Rejection	9, 13, 14, 15, 16	Shaffer & Konig	☐	☐	☐

☒ Continuation Sheet Attached
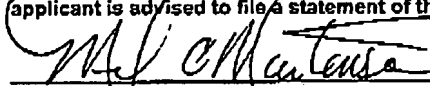**Brief Description of Arguments to be Presented:**
An agenda and brief description of the arguments to be presented is attached

_____

An interview was conducted on the above-identified application on _____.
Note:
This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP §713.01).
This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

_____   _____
(Applicant/Applicant's Representative Signature)   (Examiner/SPE Signature)

MICHAEL MARTENSEN
Typed/Printed Name of Applicant or Representative

46901
Registration Number, if applicable

Send to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Interview Agenda for 10/670,545

Date: June 12, 2007

I Description of the Applicant's invention by the inventors and what they feel is novel
        Correlation of the novel aspects to claims 1, 33, and 42
        Clarification of the term transaction data
        Clarification of the candidate identification mechanism
        Clarification of the matching mechanism, specifically the combination of
spatial matching with lexical matching to achieve one or more matches
        Clarification of imprecise data

II. Discussion of Shaffer
        The precise nature of the Linkage Key Input Parameter Value "merchant
server" of Shaffer as opposed to the imprecise nature of transaction data.
        Shaffer's single match compared to the claimed plurality of matches
        Shaffer's inability to find a best match based on imprecise data
        Shaffer's teaching of lexical matching

III. Discussion of Konig
        Determining more than one candidate reference record using spatial and
business data
        Combining spatial (or non-spatial) data with lexical matching

Proposed amendment to Claim 42 and Claim 33 to clarify the novel aspects of the invention:

      42(Currently Amended). A computer-based method for resolving ambiguous transaction records, comprising:

      storing reference records in memory that each provide an association between business information and spatial data for each of a plurality of distribution channel participants, the spatial data including a geocode; and

      with a resolver mechanism running on a computer having access to the memory, receiving a transaction record comprising transaction information and location information, wherein the transaction information includes an imprecise identification for one of the distribution channel participants associated with the stored reference records preventing a direct match with the business information of the one distribution channel participant to be made with certainty;

failing to identify a direct match between the transaction record and at least one of the plurality of distribution channel participant;

responsive to failing to identify a direct match, operating the resolver mechanism to parse the location information in the transaction record and generate a geocode based on the parsed location information;

comparing the generated geocode with the reference record geocodes of each of the plurality of distribution channel participants to select one or more candidate reference records from the stored reference records;

performing lexical processing of the imprecise identification for one of the distribution channel participants with reference to the business information in the selected one or more candidate reference records; and

based on the lexical processing, matching the received transaction record to one of the candidate reference records.

33(Currently amended).   A method for identifying distribution channel participants comprising:

generating a transaction record comprising data that ~~imprecisely~~ identifies at least one channel participant with a first degree of precision;

geo-coding location data within the transaction record to determine a transaction spatial identifier for the transaction record;

providing a reference record database comprising a plurality of reference records where each reference record comprises business and spatial information having ~~greater~~ a second degree of precision, and wherein the second degree of precision is greater than the first degree of precision ~~than the transaction record~~ and each reference record is associated with a reference record spatial identifier; [[and]]

identifying more than one reference record in the reference record database by ~~matching~~ associating the transaction spatial identifier ~~of the transaction record~~ with reference record spatial identifiers; and ~~associated with reference records~~

responsive to identifying more than one reference record, applying lexical matching to business information of each of the identified more than one reference records and to the transaction record data to identify one matching reference record.